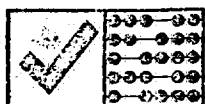


**PRODUCT
OPINION
LABORATORY**



Dear POL Panelist:

We have been asked to conduct an unusual study among a selected group of filter cigarette smokers. The purpose of this letter is to offer you an opportunity to participate.

The procedure is as follows:

You will smoke your regular brand of cigarettes for seven consecutive days. After smoking the cigarettes, you will collect the butts in small, specially designed containers supplied by us. At the end of the seventh day, you'll mail us the filled containers. (We supply you with all mailing materials, pay the postage, etc.) You'll then be asked to complete a final questionnaire.

What's in it for you? Money - to be paid immediately upon completion of the test. One dollar per day (\$7 total).

If you are interested in participating, please complete and return the bottom part of this letter immediately. We are asking for your phone number so that we can make a single call at the start of the test.

Sincerely yours,

Barbara F. Ragsdale

Barbara F. Ragsdale
Field Panel Leader

TELEPHONE (Include Area Code)

Home () Work ()
Hour of day or evening when it would be most
convenient to phone you? _____
Where? (Home or Work) _____

CIGARETTES

Your Usual Brand _____

<input type="checkbox"/> Filter or	<input type="checkbox"/> Non-filter
<input type="checkbox"/> Menthol or	<input type="checkbox"/> Non-menthol (Check One)
<input type="checkbox"/> Regular	<input type="checkbox"/> King Size or <input type="checkbox"/> Extra Long (Check One)

How many cigarettes do you smoke per day? _____

Please make any necessary address corrections.

Concept → Consumer Opinion → Product
Marine Building
4005 Radford Avenue
Richmond, Virginia 23230

1003287558